

A Poll Supporting Polio Vaccination and Other Health Services:

Knowledge, Attitudes and Practices in Select Tier 1 and Tier 2 Districts in Pakistan

PRELIMINARY STRATEGIC REPORT – June 2017

HSPH/HORP/UNICEF Collaboration in Polling

Harvard Opinion Research Program

Harvard T.H. Chan School of Public Health

HSPH/HORP/UNICEF Collaboration in Polling: Polio and Routine Immunization

DRAFT – Pakistan

Providing polio priority countries with high-quality, standardized KAPs data that can effectively inform communication strategies for polio and routine immunization

- HORP Researchers
- UNICEF Country Office
- UNICEF Regional Office
- UNICEF Headquarters
- Government of Pakistan
- GPEI Partners
- Pakistan Institute of Public Opinion (PIPO)
- InterMedia

Preliminary Strategic Report

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This report provides an overview of critical findings with strategic implications based on major substantive and demographic questions asked in the poll. Under separate cover, there will be a full topline of all substantive and demographic questions, as well as a technical report with a full description of the methodology.

Please note that this report is based on preliminary analyses and data should not be distributed in formal reports.

Methodology summary

Data: Possible positive shifts

- Views of vaccinators
- Vaccinator gender profile
- Rumors
- Institutional framing
- Perceptions of community/neighbor norms & support

Data: Momentum & possible province pushback

- Self-reported coverage
- Motivation for taking OPV
- Intent to vaccinate in future

Data: New Insights & challenges

- Frequency of visits
- Inconsistencies in norms and support

Reactions & Next steps

Methodology Summary

Timing and Interview Structure

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Respondents: Adult caregivers of children <5 years old

Timing of interviews: 12 March to 14 May 2017

Interviews:

- In-person interviews using paper and pen
- Local, specially-trained interviewers and supervisors
- Firm-based and independent quality control

Questionnaire:

- Foundation of the collaborative instrument agreed upon globally
- Customized within Pakistan and for third poll

Analytic Goals & Sample Design

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- Goals:
 - To be representative of select Tier 1 and Tier 2 districts
 - To facilitate comparisons between 2017 and 2016
- Design:
 - Mirrors districts 2016 poll with addition of Lakki Marwat and select Karachi UCs
 - Oversample of identifiable “high-risk” UCs from 2016 poll where needed

Sample Design				
Province	District	Total Sample	Sample in UCs from 2016	Sample in UCs new to 2017
Balochistan	Killa Abdulah	400	321	79
	Pishin	400	200	200
	Quetta	400	330	70
FATA	FR Bannu	400	370	30
	Khyber	400	200	200
Khyber Pakhtunkhwa	Bannu	400	400	--
	Peshawar	400	208	192
	Tank	400	400	--
	Lakki Marwat	400 ←	--	400
Sindh	Karachi Baldia	400	400	--
	Karachi Gadap	400	400	--
	Karachi (select UCs)	400 ←	--	400
TOTAL		4800	3229	1571

Weighting & Analysis

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Weighting:

- Data were weighted to account for:
 - Analytic design (using target population estimates from IDIMS)
 - District (i.e., set sample sizes)
 - UCs from 2016 survey (i.e., oversampled 2016 UCs)
 - Possible non-response
 - Age and sex of caregivers from roster
 - Sex ratio of children <5 years from DHS 2012-13
 - Selection within household
 - Number of caregivers in household from roster

Analyses:

- Analyses presented here are preliminary; additional analyses are ongoing
- Analyses comparing waves should be interpreted with caution
 - Not true evaluation study – no tracking of interventions or external changes
 - Differences in demographics between waves may exist
 - Sample sizes do not permit wave comparisons at the district level
 - Broad wave comparisons may vary slightly from comparisons of overlapping UCs
- No final statistical tests of differences are presented in this report; future comparative analyses will focus on targeted differences of at least 10 percentage points

Please note: Numbers may not add to total or 100% due to rounding. The following are not necessarily shown when <5%: those not asked the question; refusals; responses of “don’t know”, “not applicable,” or “none of the above.” Numbers in this presentation may be refined through further analyses. Detailed methodology under separate cover.

Possible Positive Shifts

- Views of vaccinators
- Vaccinator gender profile
- Rumors
- Perception of community norms & support
- Institutional framing

Caregiver Assessment of Vaccinators Compared to Those in Past

Q52

DRAFT – Pakistan

% caregivers saying, compared to other vaccinators who have visited home in past, these vaccinators were... (among those saying they saw vaccinators during last campaign)

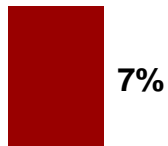
Better



Same



Worse



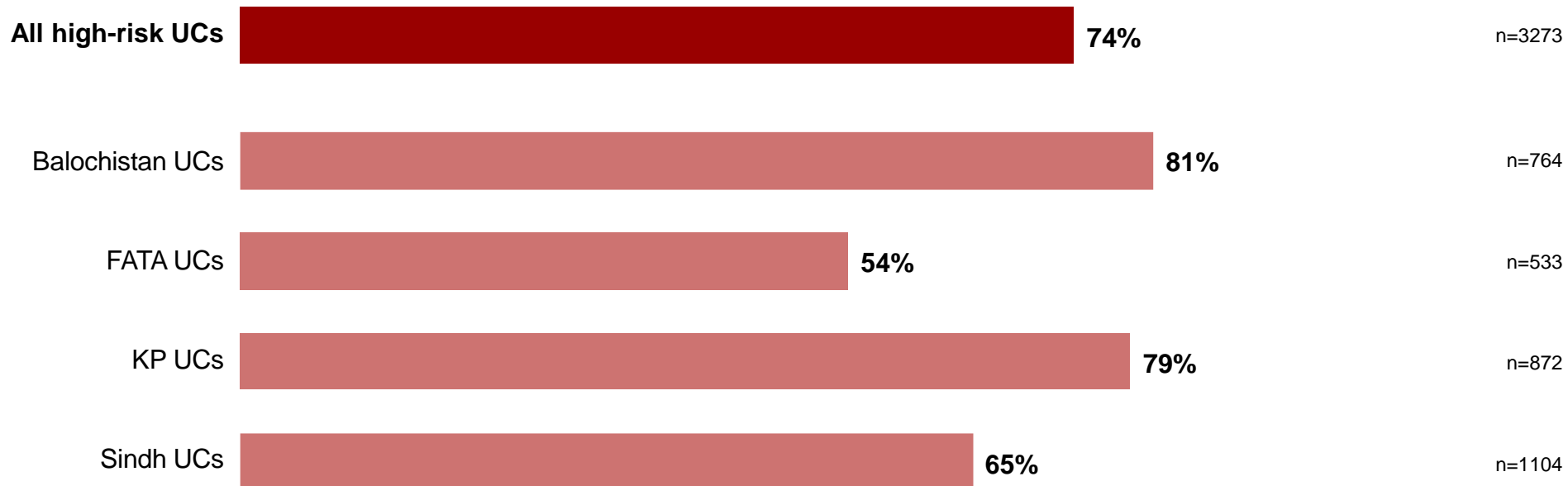
n=3273

Caregiver Assessment of Vaccinators Compared to Those in Past

Q52

DRAFT – Pakistan

% caregivers saying, compared to other vaccinators who have visited home in past, these vaccinators were better (among those saying they saw vaccinators during last campaign)

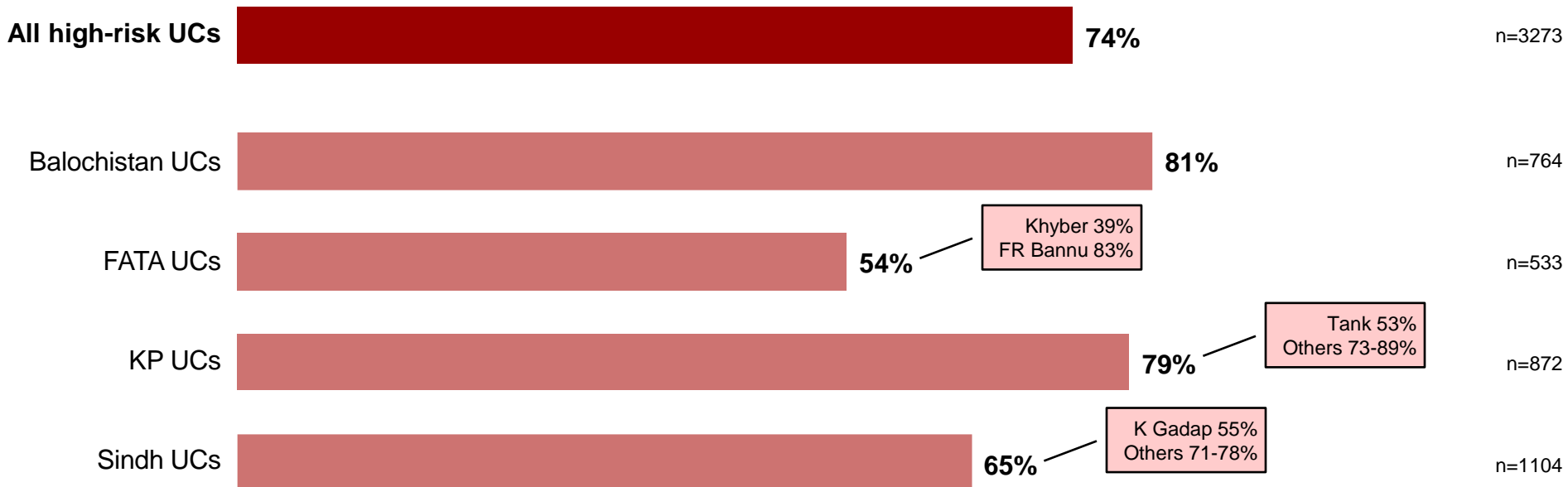


Caregiver Assessment of Vaccinators Compared to Those in Past

Q52

DRAFT – Pakistan

% caregivers saying, compared to other vaccinators who have visited home in past, these vaccinators were better (among those saying they saw vaccinators during last campaign)



FATA: Khyber n=166; FR Bannu n=367; KP: Tank n=323; Bannu n=277; Lakki Marwat n=102; Peshawar n=170; Sindh: K Gadap n=381; K Baldia n=327; K Other n=396

Caregiver Views of Vaccinators

Q48 – Q51

DRAFT – Pakistan

*% caregivers saying...
(among those saying they saw vaccinators during last campaign)*

They trusted vaccinators “a great deal”



Vaccinators cared “a great deal”



Vaccinators were “very knowledgeable” about children’s health



Visit from vaccinators was “very pleasant”



**Context Note -
2016:**

68%

67%

52%

65%

n=3273

Caregiver Trust in Vaccinators

Q48

DRAFT – Pakistan

*% caregivers saying they trusted vaccinators a great deal
(among those saying they saw vaccinators during last campaign)*

**Context Note -
2016:**

68%

56%

69%

86%

44%

All high-risk UCs



73%

Balochistan UCs



80%

FATA UCs



66%

KP UCs



82%

Sindh UCs



58%

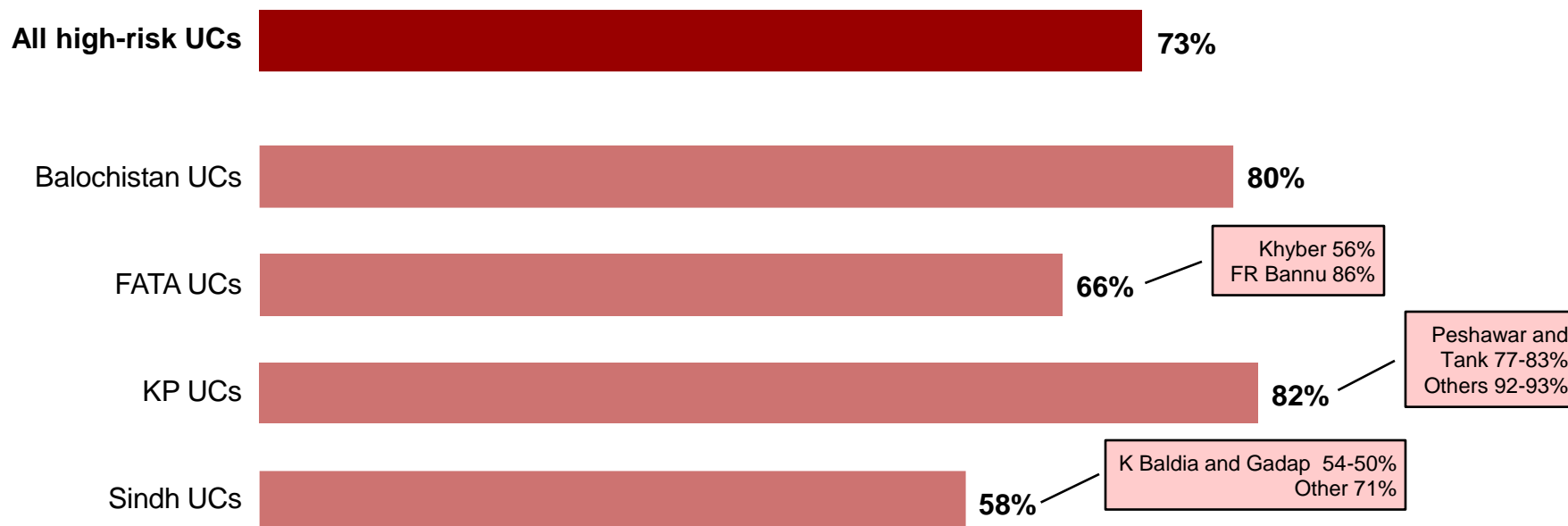
Total n=3273; Balochistan UCs n=764; FATA UCs=533; KP UCs =872; Sindh UCs=1104

Caregiver Trust in Vaccinators

Q48

DRAFT – Pakistan

*% caregivers saying they trusted vaccinators a great deal
(among those saying they saw vaccinators during last campaign)*



FATA: Khyber n=166; FR Bannu n=367; KP: Tank n=323; Bannu n=277; Lakki Marwat n=102; Peshawar n=170; Sindh: K Gadap n=381; K Baldia n=327; K Other n=396
Total n=3273; Balochistan UCs n=764; FATA UCs=533; KP UCs =872; Sindh UCs=1104

Caregiver Perceptions of Vaccinator Compassion

Q50

DRAFT – Pakistan

*% caregivers saying vaccinators cared a great deal
(among those saying they saw vaccinators during last campaign)*

**Context Note -
2016:**

67%

78%

72%

81%

29%

All high-risk UCs



70%

Balochistan UCs



73%

FATA UCs



62%

KP UCs



77%

Sindh UCs



58%

Total n=3273; Balochistan UCs n=764; FATA UCs=533; KP UCs =872; Sindh UCs=1104

Caregiver Perceptions of Vaccinator Knowledge

Q51

DRAFT – Pakistan

*% caregivers saying vaccinators were very knowledgeable
(among those saying they saw vaccinators during last campaign)*

**Context Note -
2016:**

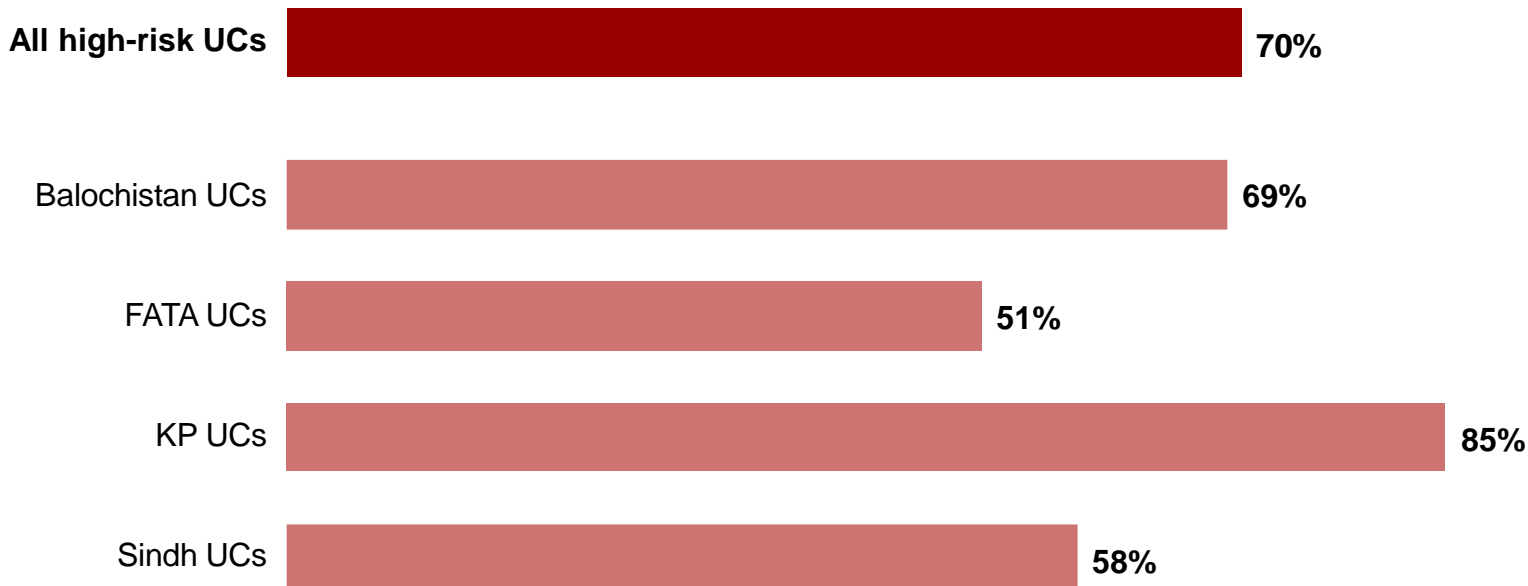
52%

67%

42%

65%

21%



Total n=3273; Balochistan UCs n=764; FATA UCs=533; KP UCs =872; Sindh UCs=1104

Caregiver Perceptions of Visit Pleasantness

Q49

DRAFT – Pakistan

% caregivers saying visit from polio vaccinators was very pleasant (among those saying they saw vaccinators during last campaign)

Context Note - 2016:

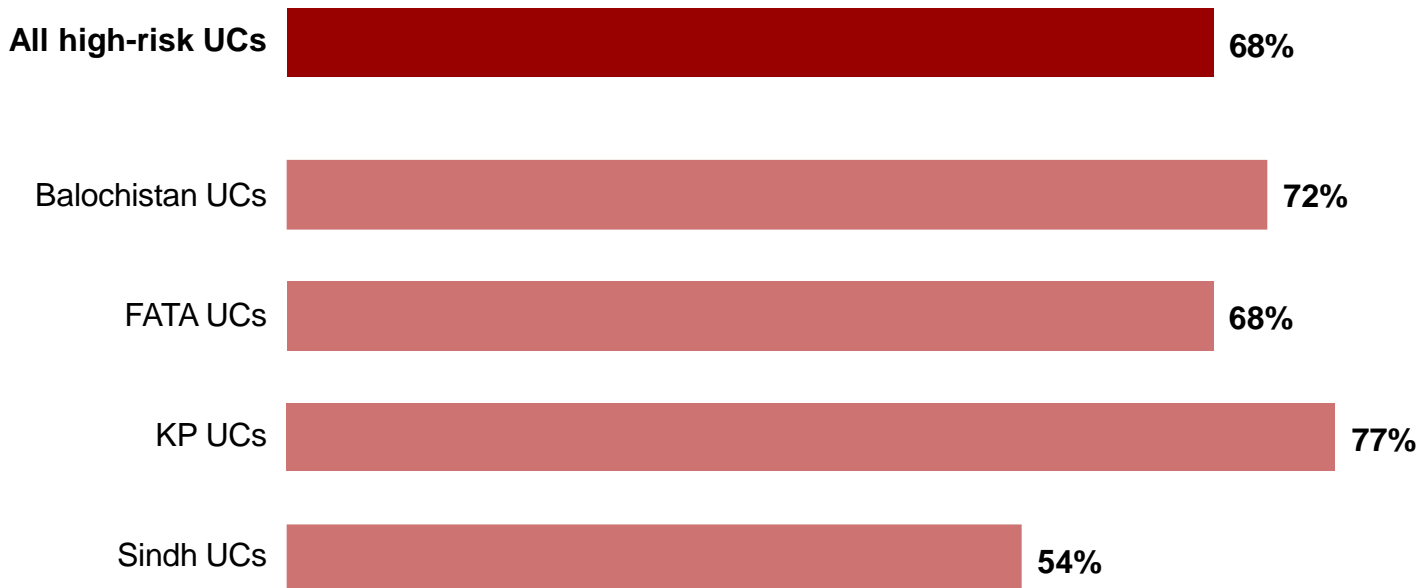
65%

74%

69%

79%

28%



Balochistan: Pishin n=248, K Abdulah n=216; Quetta n=300; FATA: Khyber n=166; FR Bannu n=367; KP: Tank n=323; Bannu n=277; Lakki Marwat n=102; Peshawar n=170; Sindh: K Gadap n=381; K Baldia n=327; K Other n=396

Total n=3273; Balochistan UCs n=764; FATA UCs=533; KP UCs =872; Sindh UCs=1104

Caregiver Reports of Visits from 'Unique' Vaccinators

Q55

DRAFT – Pakistan

% caregivers saying, in past six months...

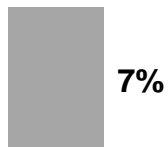
Yes, 'unique' vaccinator from neighborhood has come



No, 'unique' vaccinator from neighborhood has not come



Don't know



Exact description: "Among the polio vaccinators who have come to your home in the past 6 months, there may or may not have been one who is unique. She or he would live in your village/muhallah/neighborhood, and she or he would have come to your home every visit, while other polio vaccinators would vary."

n=4800

Caregiver Views of ‘Unique’ Vaccinators

Q56 – Q58

DRAFT – Pakistan

*% caregivers saying...
(among those saying ‘unique’ vaccinator from neighborhood has come in past six months)*

They trusted ‘unique’ vaccinator “a great deal”



‘Unique’ vaccinator cared “a great deal”



‘Unique’ vaccinator was “very knowledgeable”



Context Note – Views of Vaccinators:

- Trusted “a great deal” = 74%
- Vaccinators cared “a great deal” = 70%
- Vaccinators were “very knowledgeable” = 69%

Exact description “Among the polio vaccinators who have come to your home in the past 6 months, there may or may not have been one who is unique. She or he would live in your village/muhallah/neighborhood, and she or he would have come to your home every visit, while other polio vaccinators would vary.”

n=3587

Caregiver Reports of Vaccinator Preferences and Vaccinator Gender and Age

Q65 and Q47

DRAFT – Pakistan

% caregivers saying, among vaccinators who come to their home, they would prefer to have...

A woman included



Only men



n=4800

*% caregivers saying vaccinators included...
(among those saying they saw vaccinators during last campaign)*

A woman



Only men



Context Note – 2016:

- Included a woman: 79%

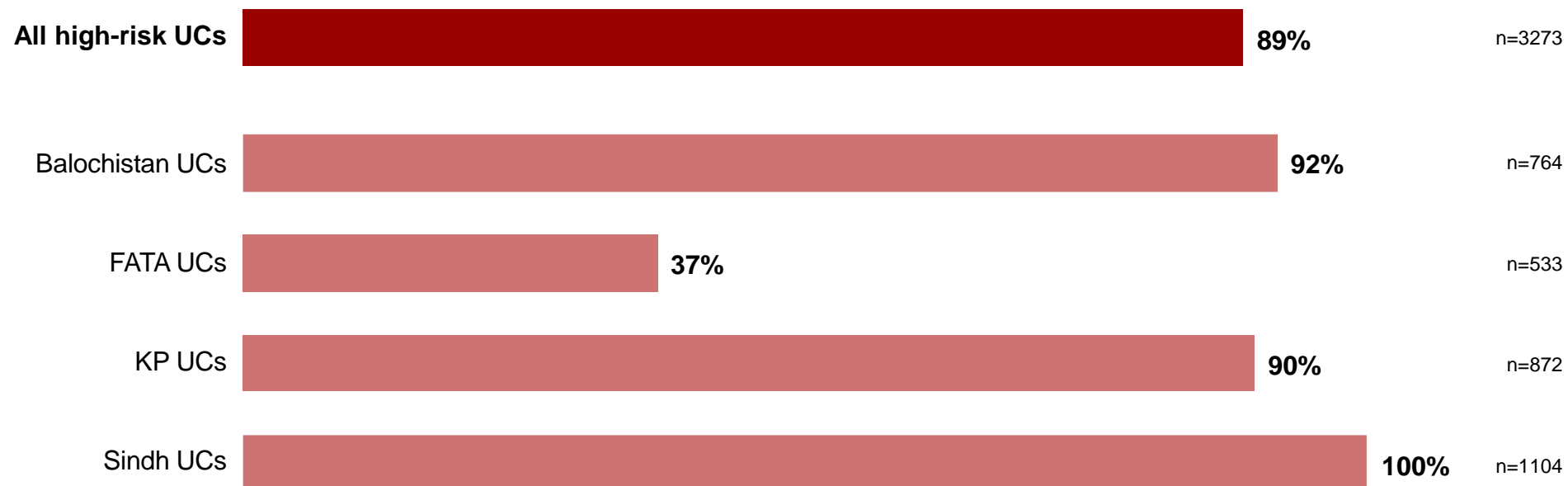
n=3273

Caregiver Reports of Vaccinator Gender

Q47

DRAFT – Pakistan

*% caregivers saying vaccinators included a woman
(among those saying they saw vaccinators during last campaign)*



Caregiver Knowledge of Institutions Organizing Polio Drop Efforts

Q66

DRAFT – Pakistan

% caregivers saying institution responsible for vaccinators in neighborhood is...

Local health organization



National government



Local government / traditional leader



Province/FATA government



International organizations, such as United Nations or World Health Organization



Governments of other countries



Don't know



Context Note – 2016:

- **Local health organization was 67%**
- National government was 39%
- **Local government/traditional leader was 27%**
- Province/FATA government was 29%
- International organizations was 20%
- Gov'ts of other countries was 5%

n=4800

Caregiver Trust in Institutions Organizing Polio Drop Efforts

Q66 and Q67

DRAFT – Pakistan

*% caregivers saying they trust institution...
(among those who mention it as being responsible for vaccinators in neighborhood)*

■ A great deal ■ Somewhat ■ Not very much ■ Not at all ■ Don't know

Local government/traditional leader



Local health organization



National government



Province/FATA government



International organizations, such as United Nations or WHO



Governments of other countries



Caregiver Awareness of and Belief in 'Destructive Rumors' about Polio Drops

Q39 and Q40

DRAFT – Pakistan

% caregivers saying they...

HEARD at least one destructive rumor



BELIEVE at least one destructive rumor is at all true*



BELIEVE at least one destructive rumor is true**



Destructive rumors include:

Polio drops...

- Can make boys unable to father children later in life
- Can make girls unable to have children later in life
- Are very likely to give a child polio
- Can give a child HIV/AIDS
- Are not halal
- Are made with urine or blood

Context Note – 2016:

- Heard any: 59%
- Believe any 'at all true': 23%
- Believe any 'true': 9%

*Mostly/completely true or mostly false

**Mostly/completely true

n=4800

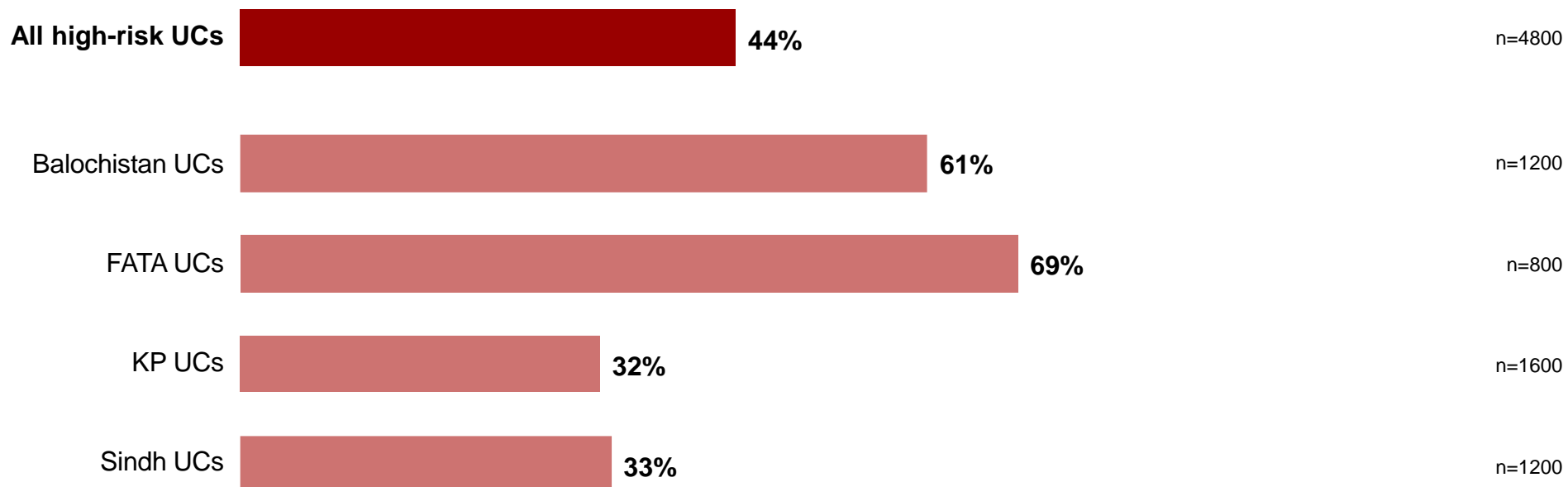
Caregiver Awareness of

‘Destructive Rumors’ about Polio Drops

Q39 and Q40

DRAFT – Pakistan

% caregivers saying they HEARD at least one destructive rumor



Destructive rumors include: Polio drops... Can make boys unable to father children later in life; Can make girls unable to have children later in life; Are very likely to give a child polio; Can give a child HIV/AIDS; Are not halal; Are made with urine or blood

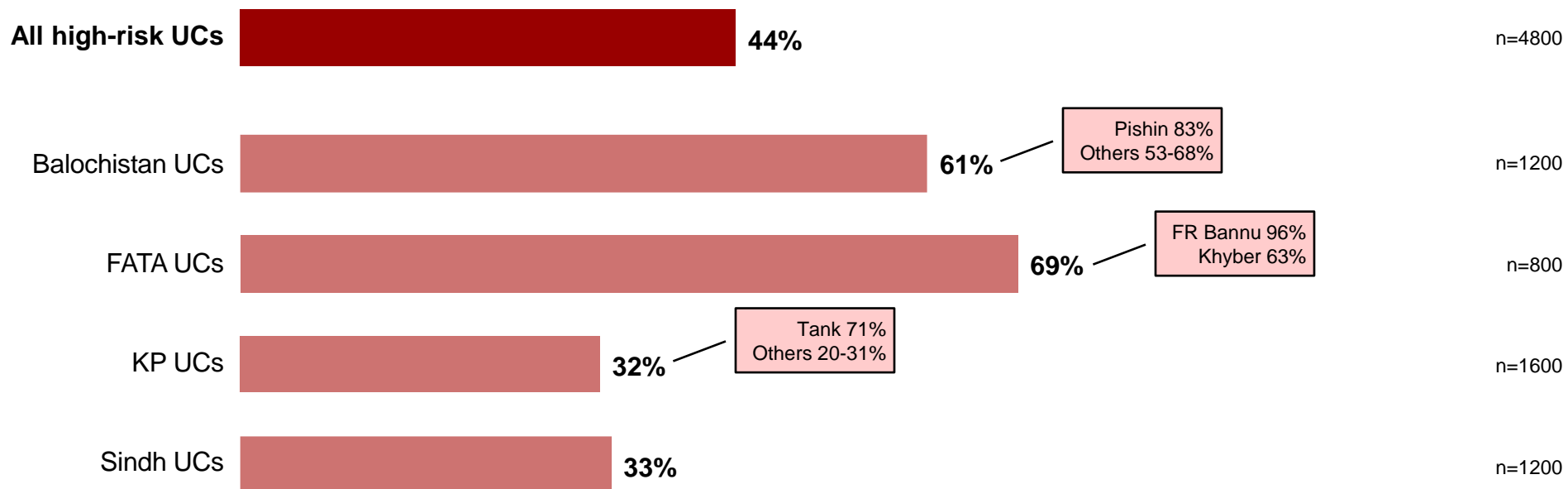
Caregiver Awareness of

'Destructive Rumors' about Polio Drops

Q39 and Q40

DRAFT – Pakistan

% caregivers saying they HEARD at least one destructive rumor



Destructive rumors include: Polio drops... Can make boys unable to father children later in life; Can make girls unable to have children later in life; Are very likely to give a child polio; Can give a child HIV/AIDS; Are not halal; Are made with urine or blood

Balochistan: Pishin n=400, K Abdullah n=400; Quetta n=400;
FATA: Khyber n=400; FR Bannu n=400;
KP: Tank n=400; Bannu n=400; Lakki Marwat n=400; Peshawar n=400

Caregiver Awareness of 'Destructive Rumors'

Q39

DRAFT – Pakistan

% caregivers saying they have heard that...

Polio drops can make boys unable to father children later in life



Polio drops can make girls unable to have children later in life



Polio drops are not halal



Polio drops are very likely to give a child polio



Polio drops can give a child HIV/AIDS



Polio drops are made with urine or blood



Context Note - 2016:

37%

35%

20%

15%

13%

16%

n=4800

Caregiver Perceptions of Neighbors Giving Children Polio Drops Every Time

Q61

DRAFT – Pakistan

% caregivers saying fraction of neighbors who give their children polio drops every time is...

All of their neighbors



Not all of their neighbors



Most of their neighbors



Not very many of their neighbors



None of their neighbors

0%

Don't know



Context Note – 2016:

- “Not all neighbors” was 34%

n=4800

Caregiver Perceptions of Neighbors Giving Children Polio Drops Every Time

Q61

DRAFT – Pakistan

% caregivers saying not all of their neighbors* give their children polio drops every time



**Includes responses of "Most of your neighbors", "Not very many of your neighbors", "None of your neighbors"*

Caregiver Reports of Neighbors' Opposition to Polio Drops

Q63

DRAFT – Pakistan

% caregivers saying any neighbors are against polio drops

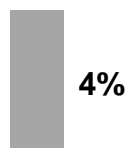
Yes, some neighbors are against polio drops



No, none are against polio drops



Don't know



Context Note – 2016:

- “Some neighbors against” was 31%

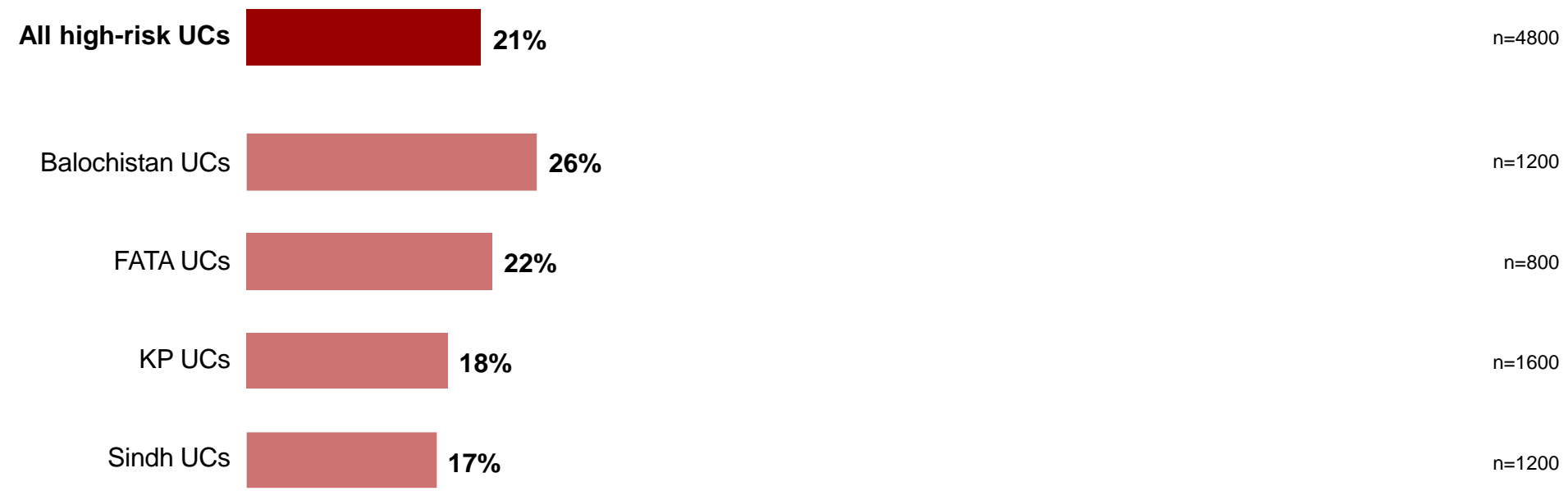
n=4800

Caregiver Reports of Neighbors' Opposition to Polio Drops

Q63

DRAFT – Pakistan

% caregivers saying some neighbors are against polio drops



Caregiver Perceptions of How Many Neighbors Are Opposed to Polio Drops

Q64

DRAFT – Pakistan

*% caregivers saying fraction of neighbors who are against polio drops is...
(among those saying some neighbors are against polio drops)*

All of their neighbors



Most of their neighbors



About half of their neighbors



Not very many of their neighbors



Only one or two of their neighbors



Context Note – among total respondents:

- All of their neighbors = 7%
- Most of their neighbors = 4%
- About half of their neighbors = 1%
- Not very many of their neighbors = 4%
- Only one or two of their neighbors = 4%

n=950

Momentum & Possible Province Pushback

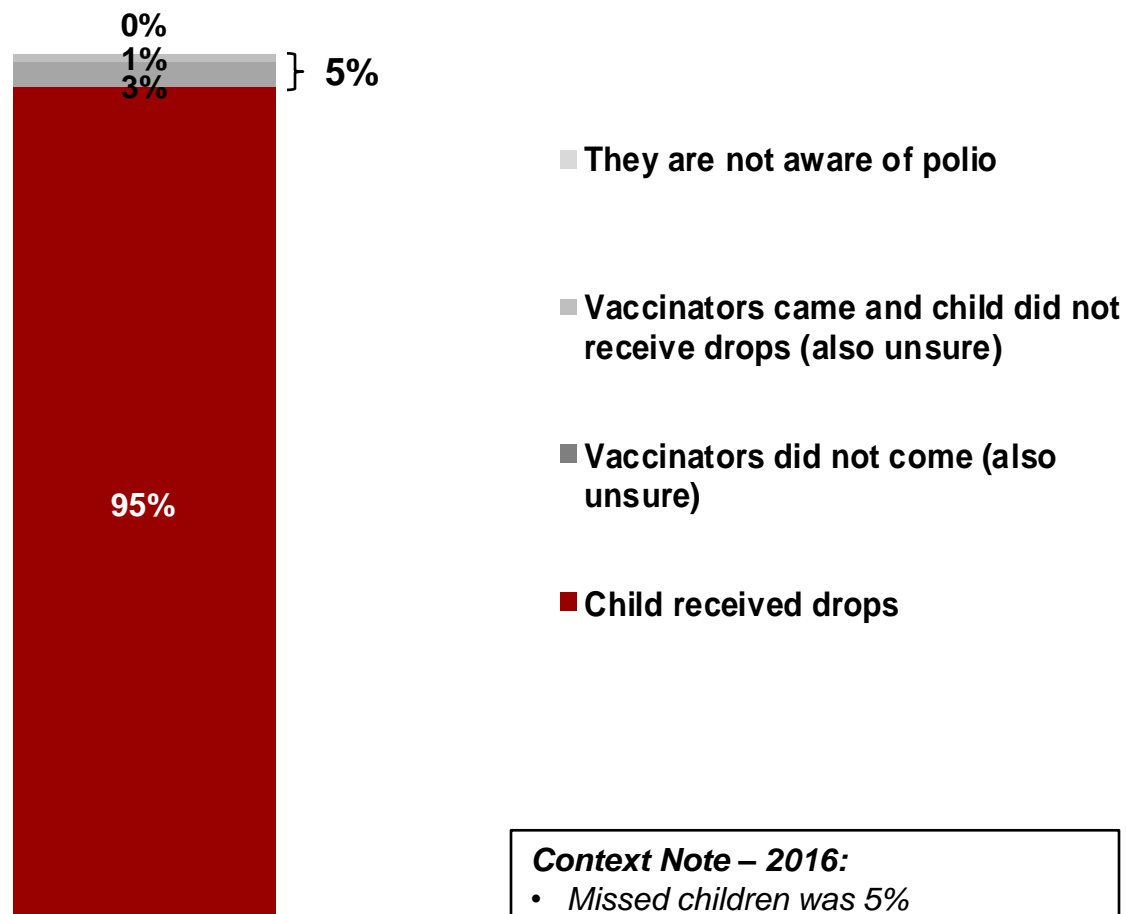
- Self-reported coverage
- Motivation for taking OPV
- Intent to vaccinate in future

Caregiver Reports of Coverage During Last Campaign

Q41 and Q42

DRAFT – Pakistan

% caregivers saying...



n=4800

Caregiver Reasons for Child Receiving Polio Drops

Q43

DRAFT – Pakistan

*% caregivers saying reason child received polio drops is a...
(among those saying child received drops during last campaign)*

■ Major reason ■ Minor reason ■ Not a reason ■ Don't know/Refused

To protect child from polio



It is important to end polio for children in your village/neighborhood



It is important to end polio in Pakistan



You or your family always give child polio drops



Many friends/neighbors give their children polio drops



If you don't give child polio drops, the vaccinators will bother you



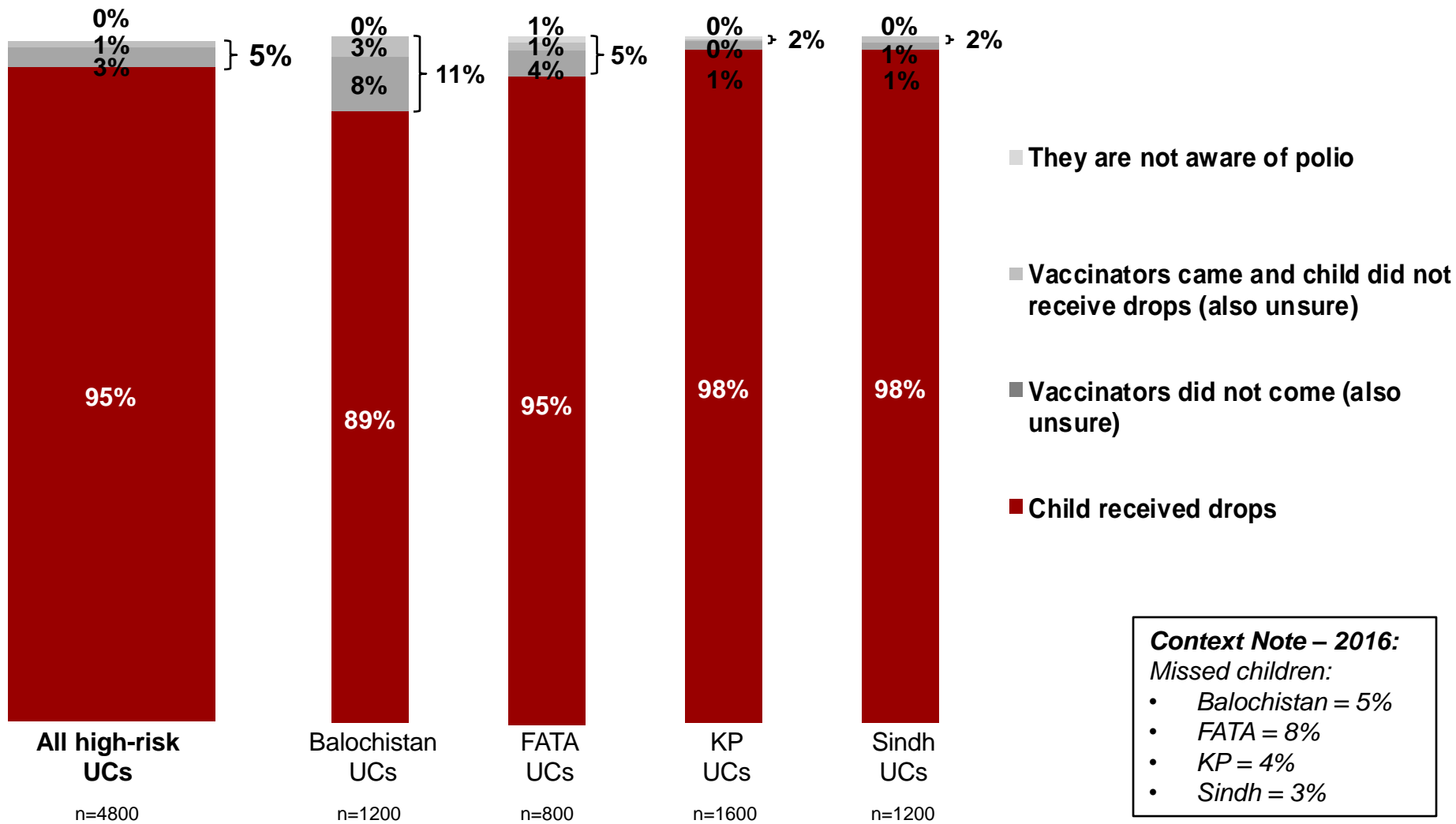
n=4670

Caregiver Reports of Coverage During Last Campaign

Q41 and Q42

DRAFT – Pakistan

% caregivers saying...



Caregiver Acceptance and Refusal of Polio Drops Over Past Year

Q59

DRAFT – Pakistan

% caregivers saying, over the past year, child received polio drops...

Every time



Not every time



Most of the times



Just a few of the times



Only once

0%

Never

0%

Don't know

0%

Context Note – 2016:

- “Not every time” was 6%

n=4800

Caregiver Acceptance and Refusal of Polio Drops Over Past Year

Q59

DRAFT – Pakistan

*% caregivers saying, over the past year, child received polio drops not every time**



**Includes responses of "Most of the time", "Just a few times", "Only once", "Never", "Don't know"*

Caregiver Intent to Give Child Polio Drops

Q34

DRAFT – Pakistan

% caregivers saying they intend to give child polio drops...

Every time polio drops are offered



Not every time polio drops are offered



Most of the times



Just a few of the times



Only once

0%

Never

0%

Don't know



Have not heard of polio

0%

Context Note – 2016:

- “Every time” was 97%

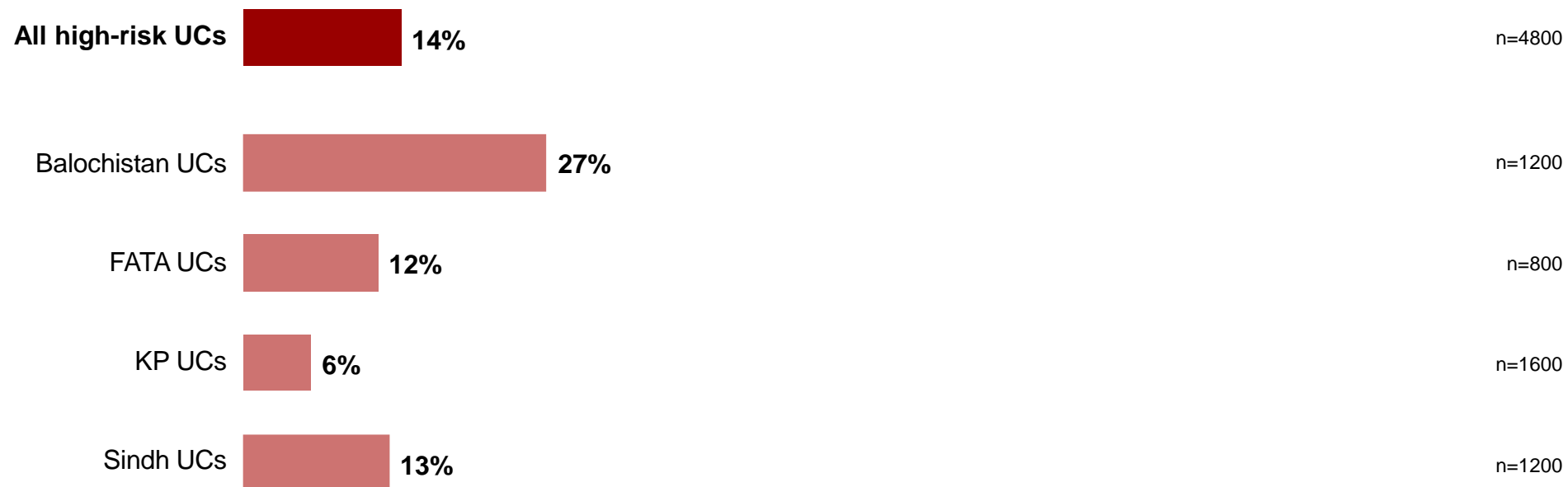
n=4800

Caregiver Intent to Give Child Polio Drops

Q34

DRAFT – Pakistan

*% caregivers saying they intend to give child polio drops not every time**



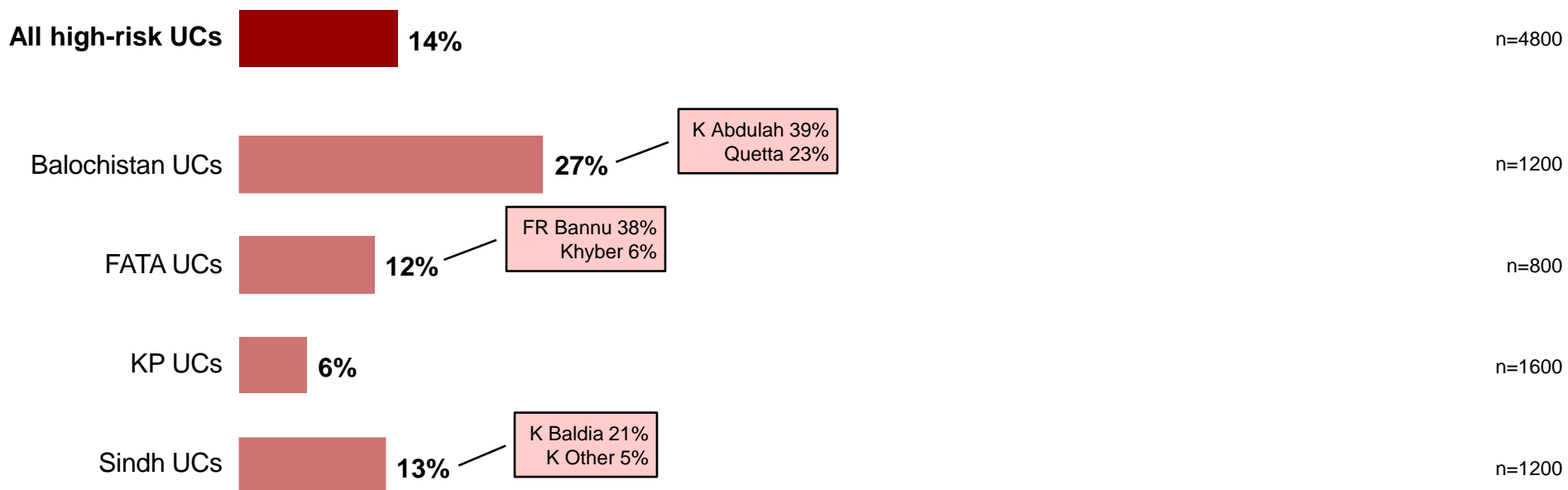
**Includes responses of "Most of the time", "Just a few times", "Only once", "Never", "Don't know"*

Caregiver Intent to Give Child Polio Drops

Q34

DRAFT – Pakistan

*% caregivers saying they intend to give child polio drops not every time**



Balochistan: Pishin n=400, K Abdulah n=400; Quetta n=400;
FATA: Khyber n=400; FR Bannu n=400;
Sindh: K Baldia n=400; K Gadap n=400; K Other n=400

*Includes responses of "Most of the time", "Just a few times", "Only once", "Never", "Don't know"

New Insights & Challenges

- Frequency of visits
- Pockets of inconsistency
 - Community support/norms
 - Individual support

Caregiver Perceptions of Frequency of Vaccinator Visits

Q54

DRAFT – Pakistan

% caregivers saying polio vaccinators came...

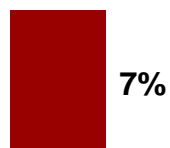
Too many times



About the right number of times



Too few times



Context Note – 2016:

- “Too many” was 21%

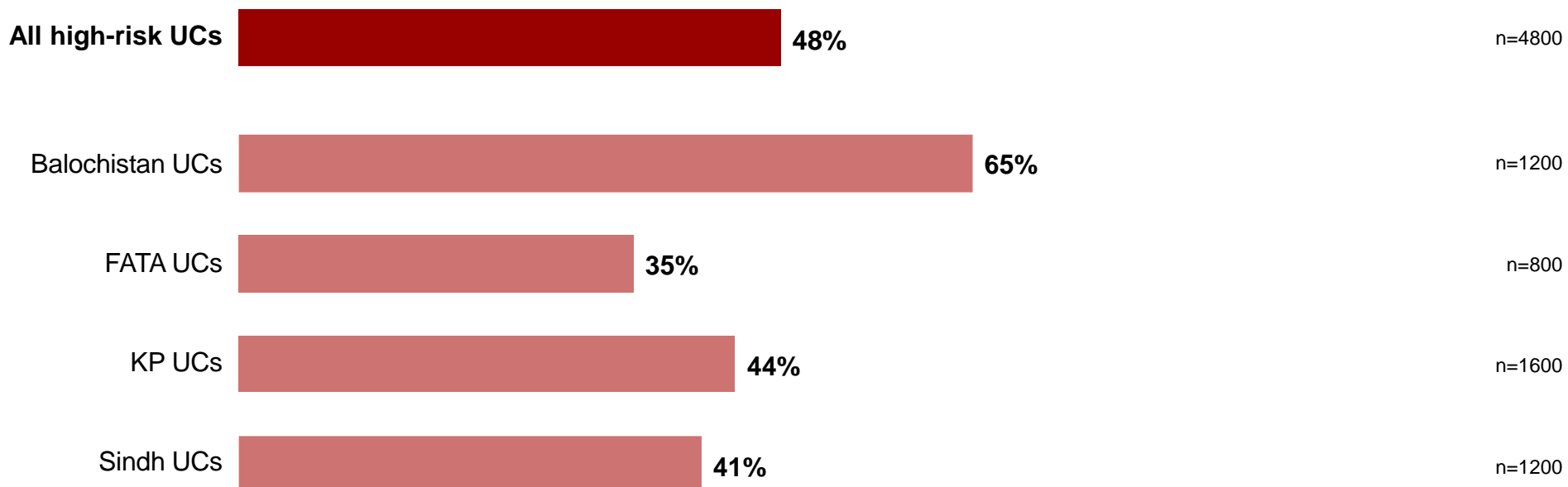
n=4800

Caregiver Perceptions of Frequency of Vaccinator Visits

Q54

DRAFT – Pakistan

% caregivers saying polio vaccinators came too many times

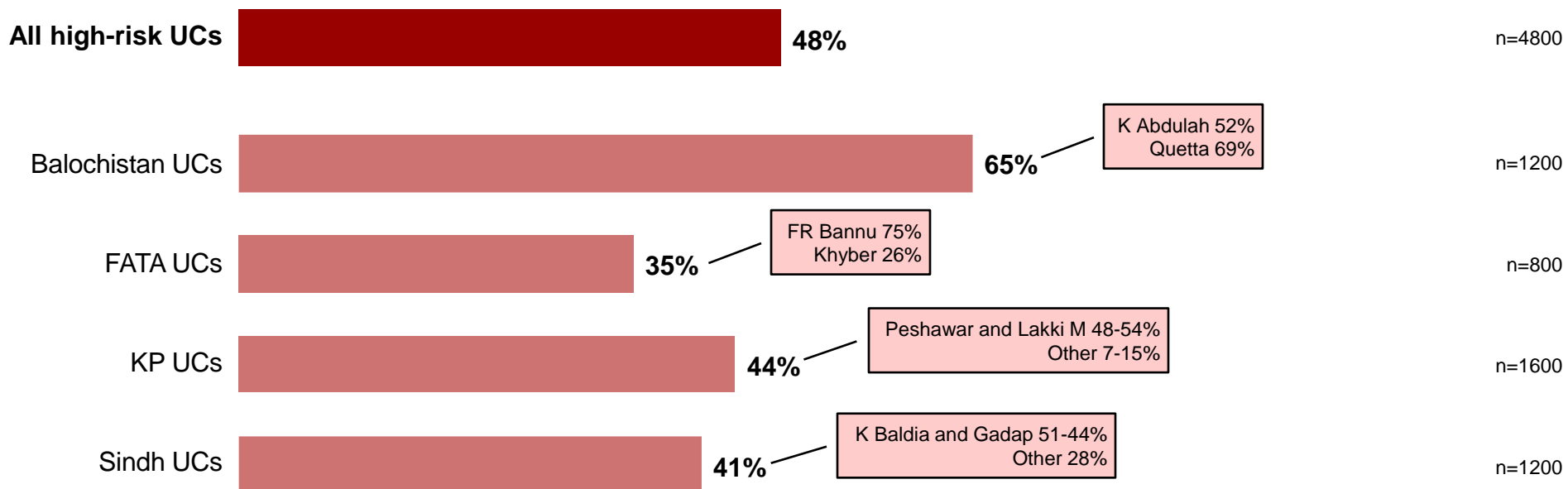


Caregiver Perceptions of Frequency of Vaccinator Visits

Q54

DRAFT – Pakistan

% caregivers saying polio vaccinators came too many times



Balochistan: Pishin n=400, K Abdulah n=400; Quetta n=400; FATA: Khyber n=400; FR Bannu n=400; KP: Tank n=400; Bannu n=400; Lakki Marwat n=400; Peshawar n=400
Sindh: K Baldia n=400; K Gadap n=400; K Other n=400

Caregiver Reports of Neighbors' Opposition to Polio Drops

Q63

DRAFT – Pakistan

% caregivers saying any neighbors are against polio drops

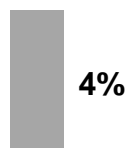
Yes, some neighbors are against polio drops



No, none are against polio drops



Don't know



Context Note – 2016:

- “Some neighbors against” was 31%

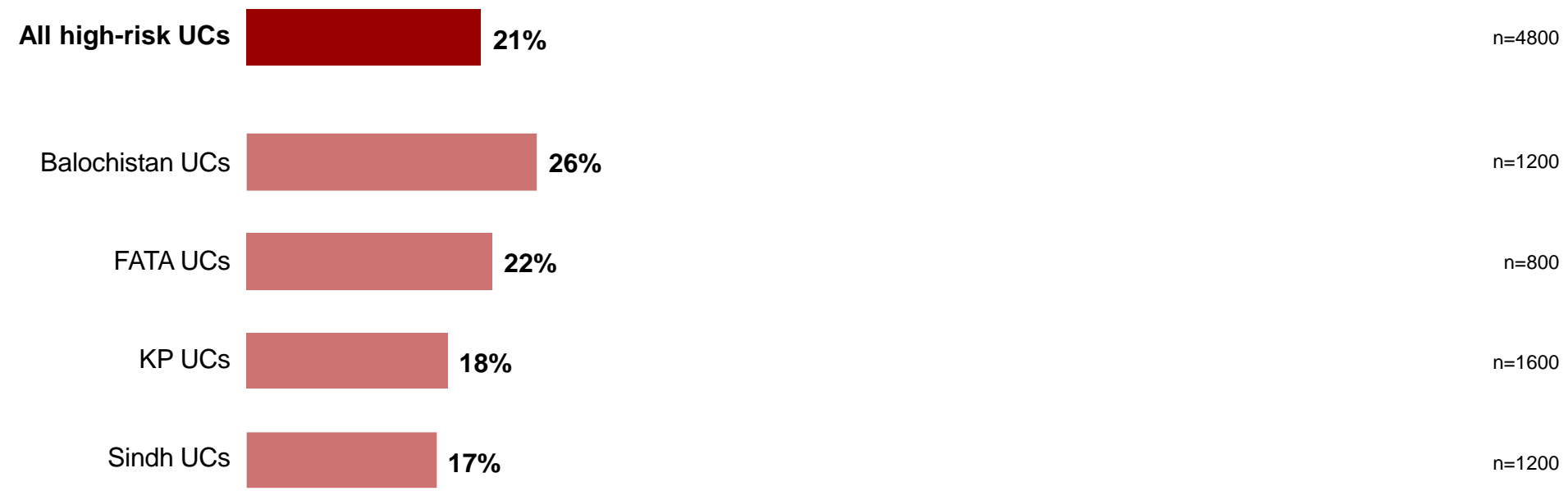
n=4800

Caregiver Reports of Neighbors' Opposition to Polio Drops

Q63

DRAFT – Pakistan

% caregivers saying some neighbors are against polio drops



Caregiver Views of Giving Polio Drops to Children in Neighborhood

Q35

DRAFT – Pakistan

% caregivers saying giving polio drops to children in neighborhood is a...

Very good idea



Somewhat good idea



Somewhat bad idea



Very bad idea

0%

Context Note – 2016:

- “Very good idea” was 71%

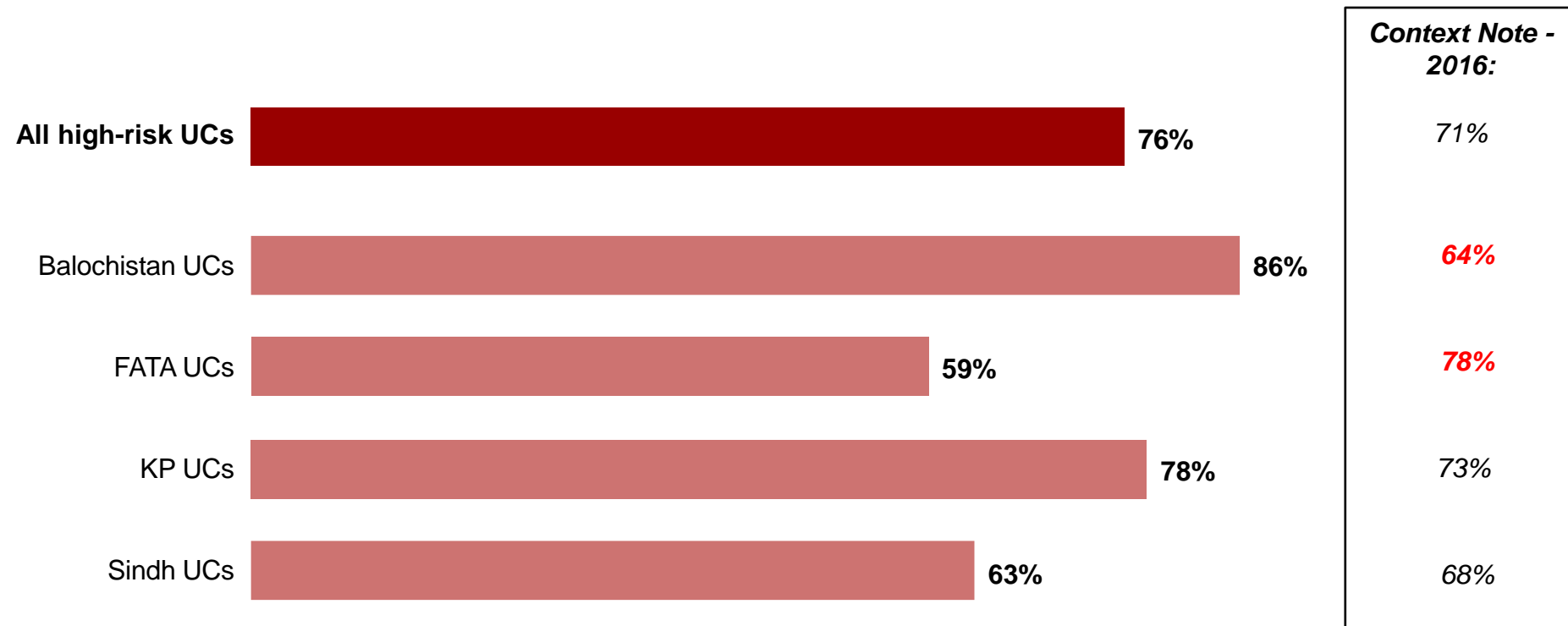
n=4800

Caregiver Views of Giving Polio Drops to Children in Neighborhood

Q35

DRAFT – Pakistan

% caregivers saying giving polio drops to children in neighborhood is a very good idea



Total n=4800; Balochistan UCs n=1200; FATA UCs=800; KP UCs =1600; Sindh UCs=1200

Initial Conclusions

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Possible positive shifts

- Vaccinator views: overall improvements continue & perceived knowledge increases
 - Not necessarily attributable to specific Programme features
- Slightly higher perceptions of being well-embedded in local organizations
- Rumor circulation decreased – particularly in Balochistan
- Perceived community support up & perceived community opposition down

Momentum & possible province pushback

- Self-reported coverage is high – motivated by pull of protection/eradication and push of vaccinators
- Future intent is down a bit – Balochistan may be pushing back or being ‘realistic’

New Insights & challenges

- Perception of excessive visits is up; may not yet have an impact everywhere but there are early warning signs in Balochistan
- Pockets of inconsistency
 - Pockets of inconsistent support/norms
 - Geographic variation in key metrics

Harvard Opinion Research Program

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Gillian K. SteelFisher, Senior Research Scientist and Director of HORP Global Polling
Robert J. Blendon, Professor of Health Policy and Political Analysis
and Executive Director of HORP
Hannah Caporello, Program Manager
William Lodge II, Research Assistant

Harvard Opinion Research Program (HORP)
Harvard T.H. Chan School of Public Health
677 Huntington Avenue
Boston, MA 02115

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